IN THE CLAIMS:

1. (currently amended) A method for processing business metrics information in a system including a server, and at least one user device and a database ~~communicably~~ communicatively coupled to the server, said method comprising:

receiving operating and financial data for a business;

processing the data to generate business metrics;

comparing the business metrics to pre-defined parameters; and

displaying a status of the business metrics using a plurality of gauges for visually indicating a status of a respective business metric.

2. (canceled)

3. (previously presented) A method in accordance with Claim 1 wherein displaying the business metrics further comprises displaying at least one gauge which visually indicates the position of a switch between an "ON" position and an "OFF" position.

4. (previously presented) A method in accordance with Claim 1 further comprising displaying business data associated with each business metric.

5. (previously presented) A method in accordance with Claim 4 wherein displaying business data associated with each business metric further comprises linking business data used in determining a status of each respective metric to each business metric.

6. (previously presented) A method in accordance with Claim 4 wherein displaying business data associated with each business metric further comprises linking business data to each respective visual display.

7. (previously presented) A method in accordance with Claim 1 further comprising notifying pre-defined users when a pre-determined threshold regarding a respective business metric is satisfied.

8. (previously presented) A method in accordance with Claim 7 wherein notifying users further comprises defining the pre-determined thresholds that trigger the notifications.

9. (currently amended) A method in accordance with Claim 7 wherein notifying users further comprises defining which users receive the notifications when a predetermined thresholds threshold is satisfied.

10. (previously presented) A method in accordance with Claim 1 further comprising coupling a message center to the server.

11. (previously presented) A method in accordance with Claim 10 wherein coupling a message center further comprises receiving user inquiries regarding the business metric associated with the message center.

12. (previously presented) A method in accordance with Claim 10 wherein coupling a message center further comprises receiving user input regarding the business metric associated with the message center.

13. (currently amended) A method in accordance with Claim 1 further comprises comprising restricting access to the server system.

14-38. (canceled)

39. (new) A business metrics management system comprising:

a network;

at least one user operated device communicatively coupled to said network; and

at least one server comprising at least one database configured to store and retrieve business metrics data, wherein said at least one server is communicatively coupled to said network and configured to:

receive operating and financial data for a business from said at least one user operated device;

store the data in said database;

process the data to generate business metrics;

compare the business metrics to pre-defined parameters; and

transmit a status of the business metrics to said at least one user operated device for display using a plurality of gauges for visually indicating a status of a respective business metric.

40. (new) A business metrics management system in accordance with Claim 39 wherein at least one gauge of the plurality of gauges visually indicates the position of a switch between an "ON" position and an "OFF" position.

41. (new) A business metrics management system in accordance with Claim 40 wherein said system is further configured to:

link the operating and financial data used in determining a status of each respective metric to each business metric;

link the data to each respective visual display; and

display the data associated with each business metric.

42. (new) A business metrics management system in accordance with Claim 39 wherein said system is further configured to notify users when a pre-determined threshold regarding a respective business metric is satisfied.

43. (new) A business metrics management system in accordance with Claim 42 wherein said system is further configured to define a set of users to notify when the pre-determined threshold regarding the respective business metric is satisfied.

44. (new) A business metrics management system in accordance with Claim 39 further comprising a message center communicatively coupled to said server, wherein said message center is configured to receive user inquiries regarding a respective business metric associated with said message center.

45. (new) A business metrics management system in accordance with Claim 44 wherein said message center is further configured to receive user input regarding the respective business metric associated with said message center.

46. (new) A business metrics management system in accordance with Claim 39 wherein said system is further configured to restrict access to the system.